

I am a history student at Lewis and Clark College in Portland, OR. I have been involved with the campus radio station all four years and served as news director for a year and a half. The thesis I am currently writing is about the development of Spanish-language radio in California, and draws on changing FCC policy over the past five decades. Additionally, I am an occasional reporter for KBOO community radio station, and hope to become either a print or broadcast journalist. I listen to quite a bit of radio- both local and internet.

I think local programming should be considered programming which is locally originated- not just produced, but reported- and which treats local issues of local importance.

Serving the public interest means giving the public the information they need to know. I listen to NPR and although I am always interested in the stories out of Washington and other parts of the country and world, it is the local stories that are most important to me. They affect me personally and they are in a realm in which I actually can act and make a difference. Radio programmers who respond to market forces and determine programming based on ratings, national records sales and other broad measures don't have a good finger on the pulse of what's going on at the local level. Programming decisions should be made locally and should be based off in-house surveys and local record sales, not a Top-40 format which is the same in New York as it is in Houston or Portland.

Station participation should count only if the station actively supported the event on the air, promoting it ahead of time during peak listening hours (not running a promo at 1 AM).

I think LPFM stations could be a great way to have a locally based alternative to corporate radio (although I still would like to see corporate radio disempowered and forced to be held locally accountable). I would like LPFM stations to be squeezed in wherever possible. They could be a great way for local musicians to get their music out there and a great locus of organizing for the local music community. Coming from a college radio background, I would like to see LPFM licenses awarded to colleges. We lack the funds to get in on the crowded FM dial or even the AM dial and are forced to broadcast via web which seriously reduces our audience.

I'm glad that the FCC is looking at this issue. Ultimately, I think that in order for radio to be more local, there will have to be serious structural changes. Big companies shouldn't be able to own multiple stations in an area or dozens or hundreds of stations across the country. Let regionalism flourish, by making stations locally controlled. Thank you.